

Choosing an AGENT

18 Point Checklist

For most people, their property is usually the most valuable asset they will ever own. So when it comes time to sell, you need to ensure you are enlisting the services of a professional real estate agent you can trust. This checklist provides a set of questions you should be asking to ensure you find the agent who will sell your home quickly and for the best price.

1. Can they achieve over the asking price and can they show me evidence?

YES or NO

2. Does the agency have top selling agents in the region?

YES or NO

3. What are the ave days on market for the agent's recent sales and is this acceptable to you?

YES or NO

4. Does the agent have client testimonials to share?

YES or NO

5. Are they dedicated to putting maximum profit in your pocket?

YES or NO

6. Do they have a process that has 6 major components to get me the highest price?

YES or NO

7. Do they offer you a choice of marketing options?

YES or NO

8. Do they use videos and social media when advertising property?

YES or NO

9. Do they offer a satisfaction guarantee?

YES or NO

How many 'YES' did they score?

Under 12 = walk away

13 -18 = It's a risk

18! = well done, you found your agent!

10. Do all the agents work as a team on listed properties?

YES or NO

11. Will they educate me on the process and reasons behind the marketing strategy?

YES or NO

12. Will I be kept informed via SMS, email, phone calls and face-to-face catch ups?

YES or NO

13. Will I be given honest buyer feedback regarding the property and price?

YES or NO

14. Do they have repeat business from satisfied clients?

YES or NO

15. Are they able to handle multiple offers?

YES or NO

16. Do they have the support & industry knowledge of an experienced team behind them?

YES or NO

17. Are they the market leaders in my area and can they prove it?

YES or NO

18. Do they create competition between buyers and can they explain how?

YES or NO

These questions are the most important.
If any agent you are considering answers NO to any of these questions you may be putting the sale of your property in jeopardy.